

Intercultural Business Communication – US + India

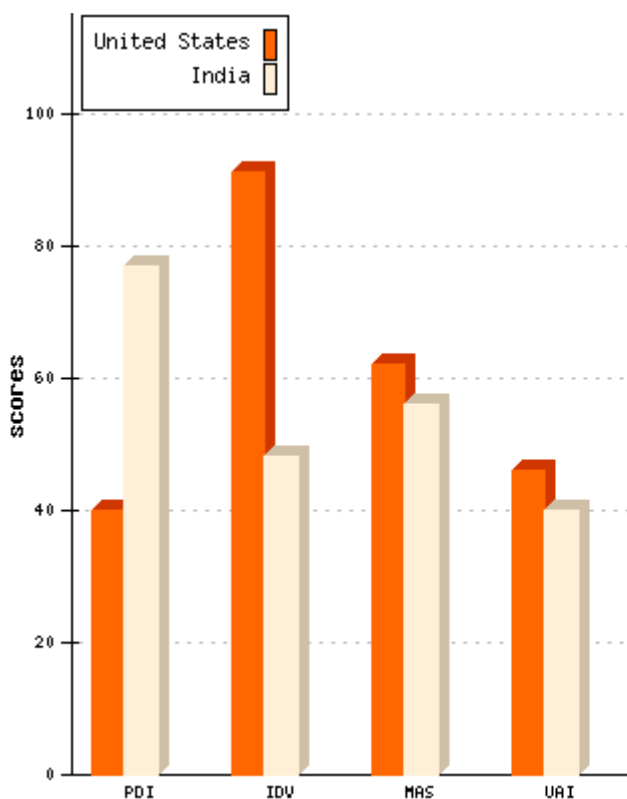
Please see the Cultural Comparison Graph - look at the areas where the two cultures differ greatly.

PDI (Power Distance Index) - the PDI score relates to the degree of equality or inequality between people in a country's society. A high PDI score indicates that inequalities of power and wealth exist in a country where as in low scoring countries there is more social equality.

IDV (Individualism) - the individualism score focuses on the degree to which a culture values and reinforces the of the individual as opposed to the group. A high scoring country will view individuality and individual rights as critical. Low scoring countries will value the group, i.e. family, tribe, etc.

MAS (Masculinity) - masculinity focuses on the degree to which a culture reinforces the traditional role of males vs females. A high scoring country will have a more accute degree of gender differentiation whereas in low scoring countries there is less differentiation and discrimination between genders.

VAI (Uncertainty Avoidance) - uncertainty avoidance looks at the level of tolerance for uncertainty and ambiguity within a culture. Cultures with a high uncertainty avoidance score will have a low tolerance for uncertainty and ambiguity. This is seen through it being a more rule-oriented society that institutes laws, rules, regulations. A low scoring country is less concerned about ambiguity and uncertainty and is less rule-oriented, more ready to accept change, consider new ideas and take more and greater risks.



<http://www.kwintessential.co.uk/intercultural-business-communication/tool.php?culture1=52&culture2=0>